

100

Fig. 1

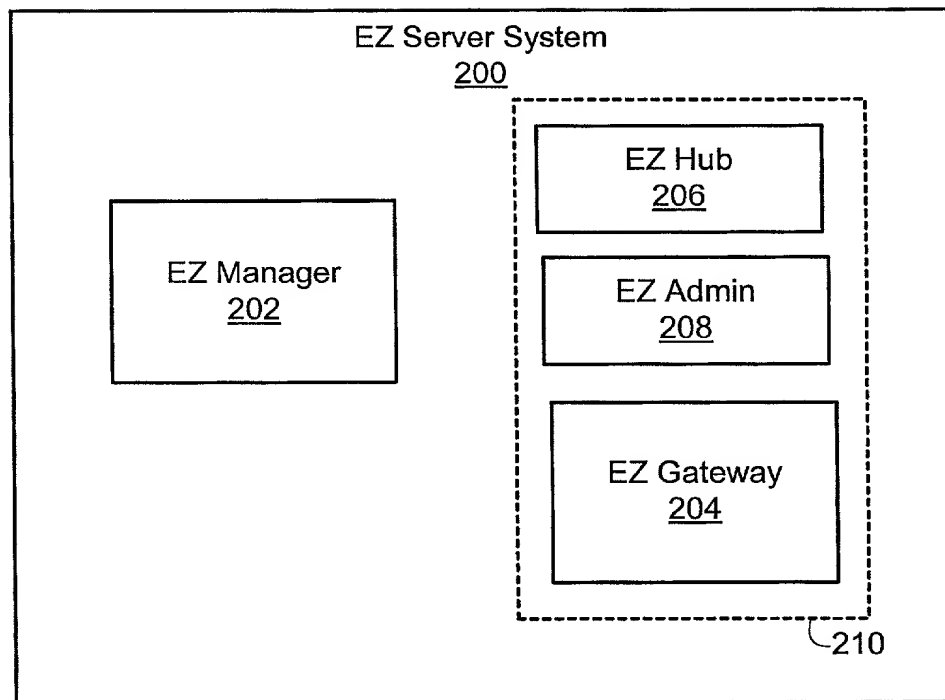


Fig. 2

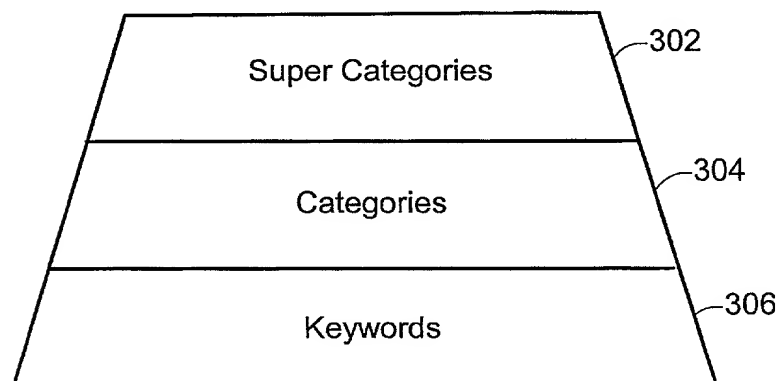


Fig. 3

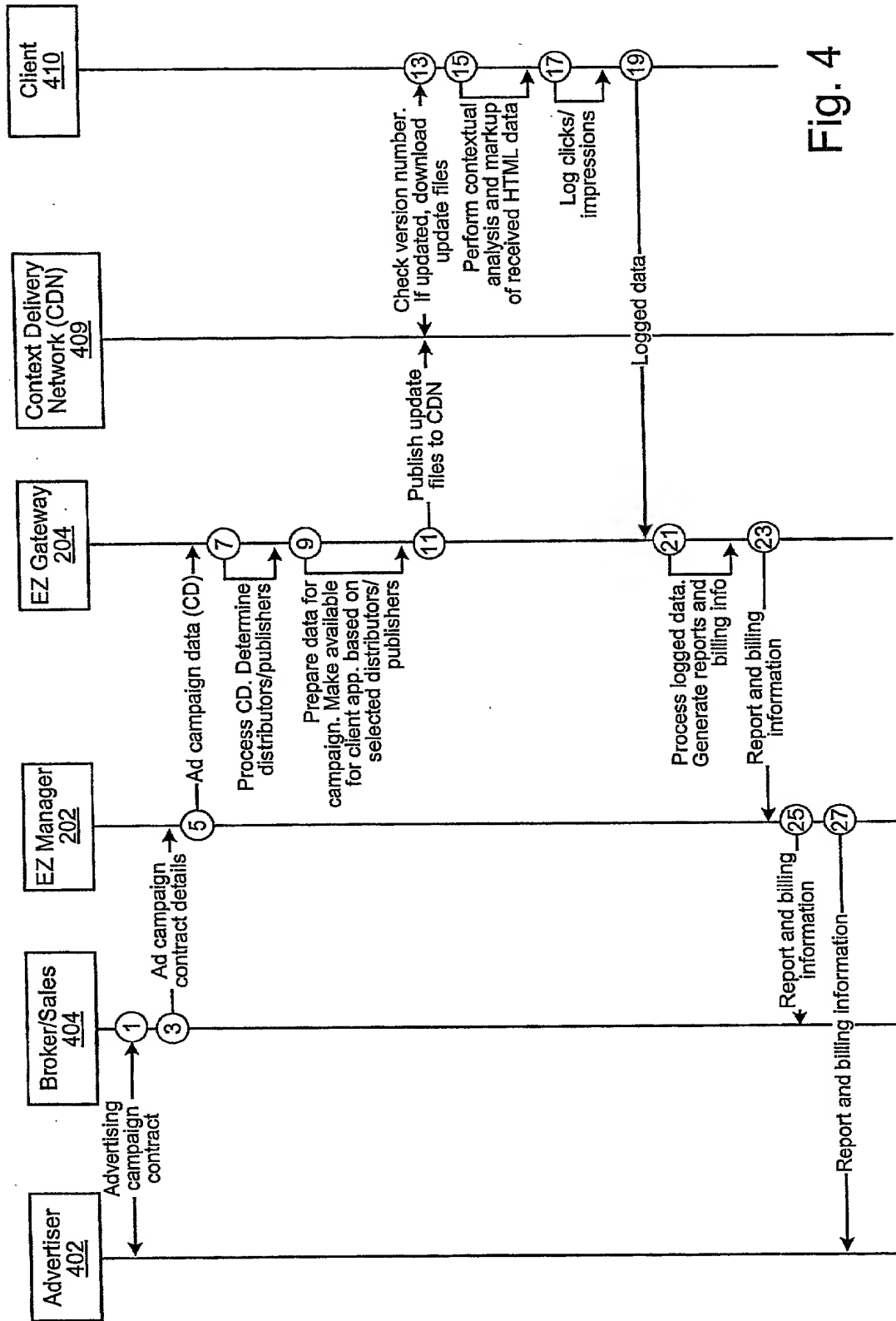


Fig. 4

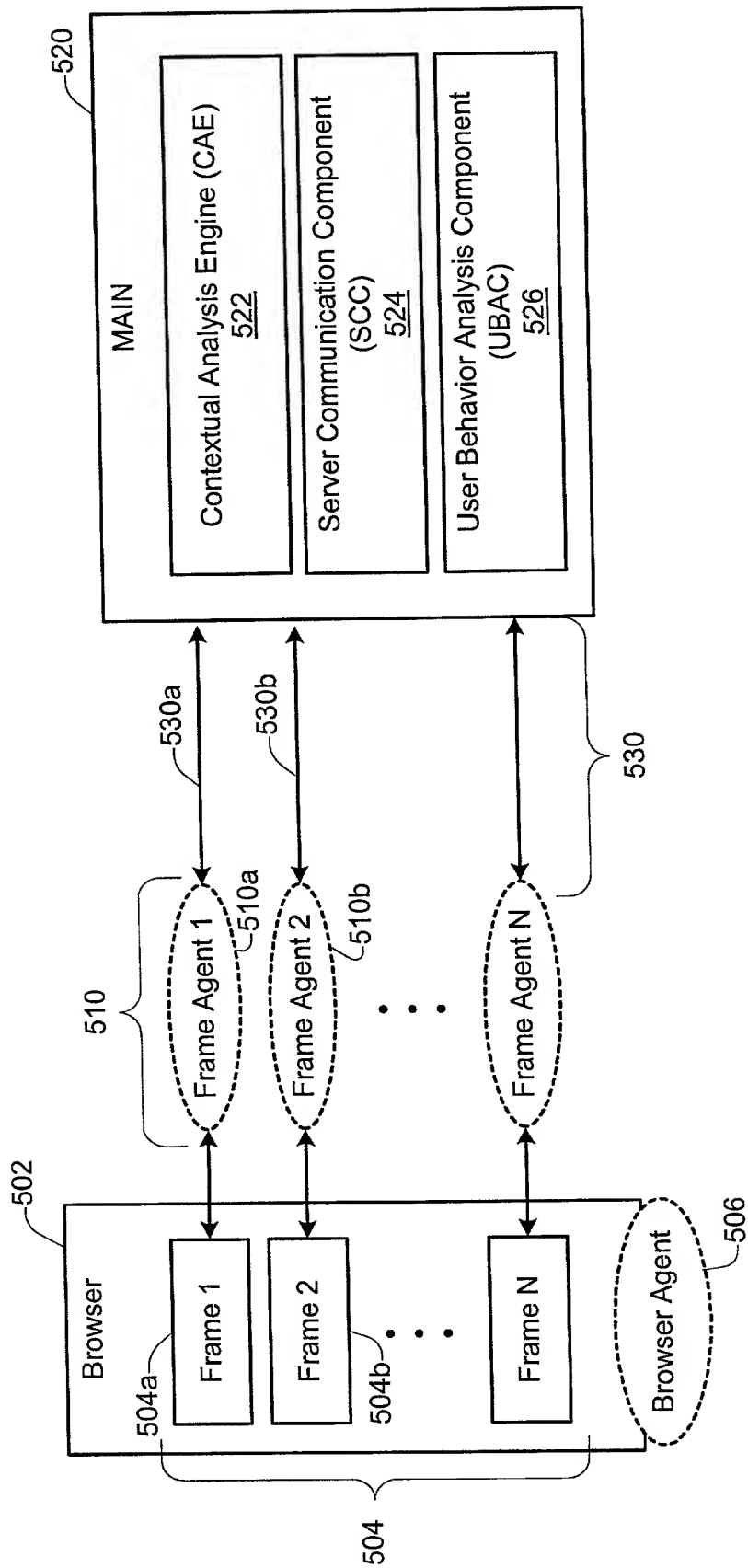


Fig. 5A

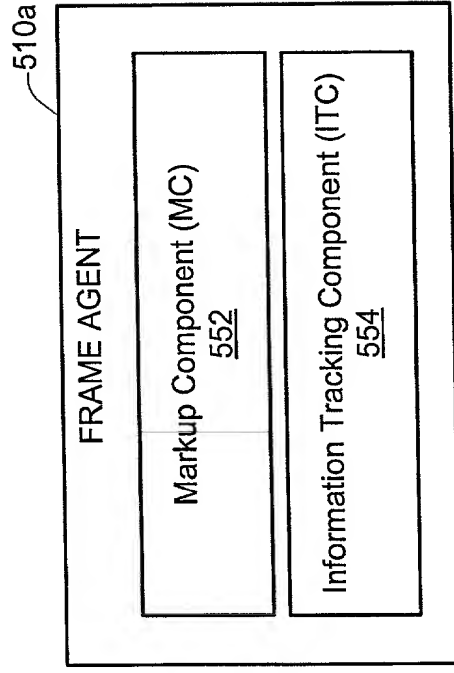


Fig. 5B

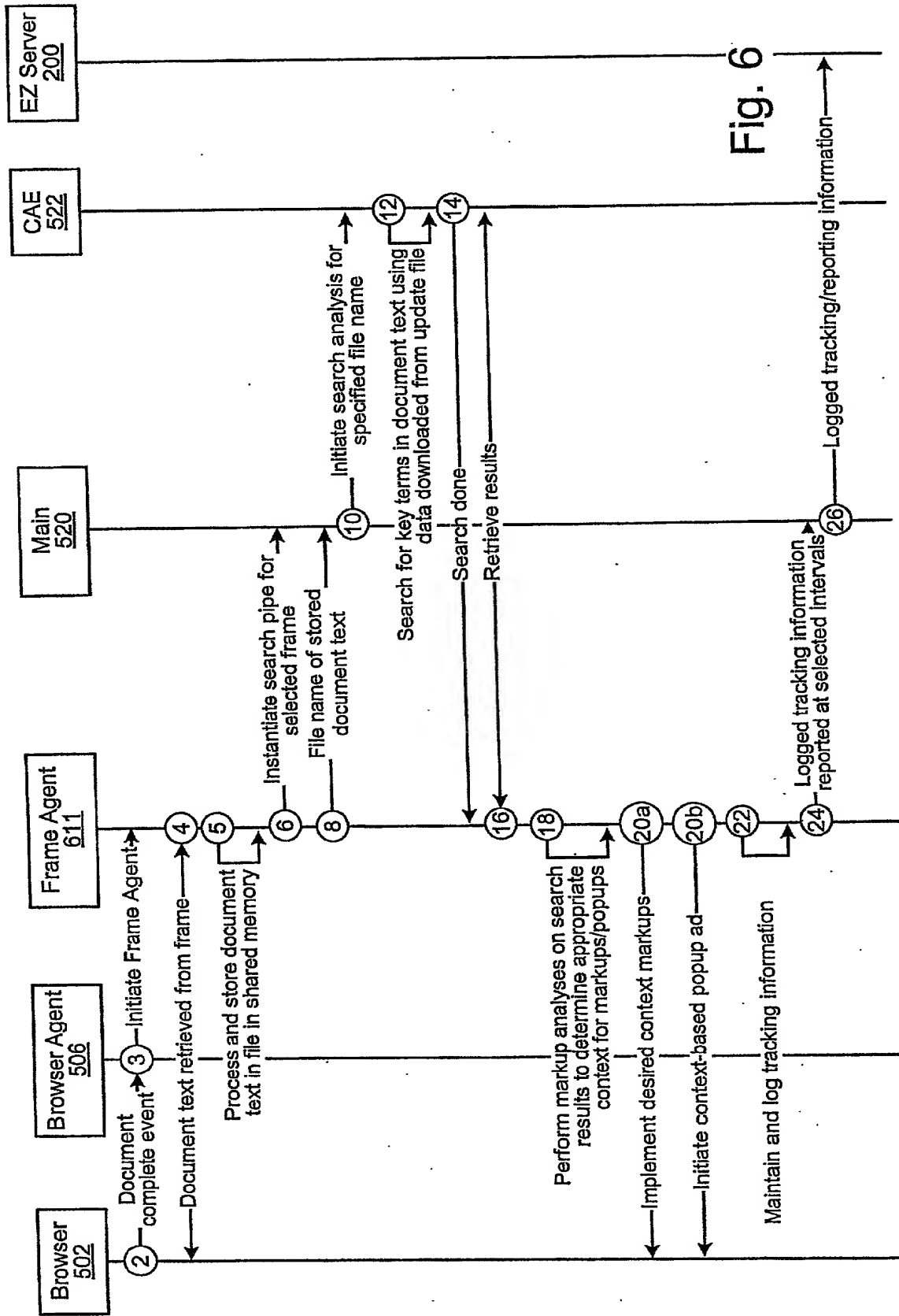


Fig. 6

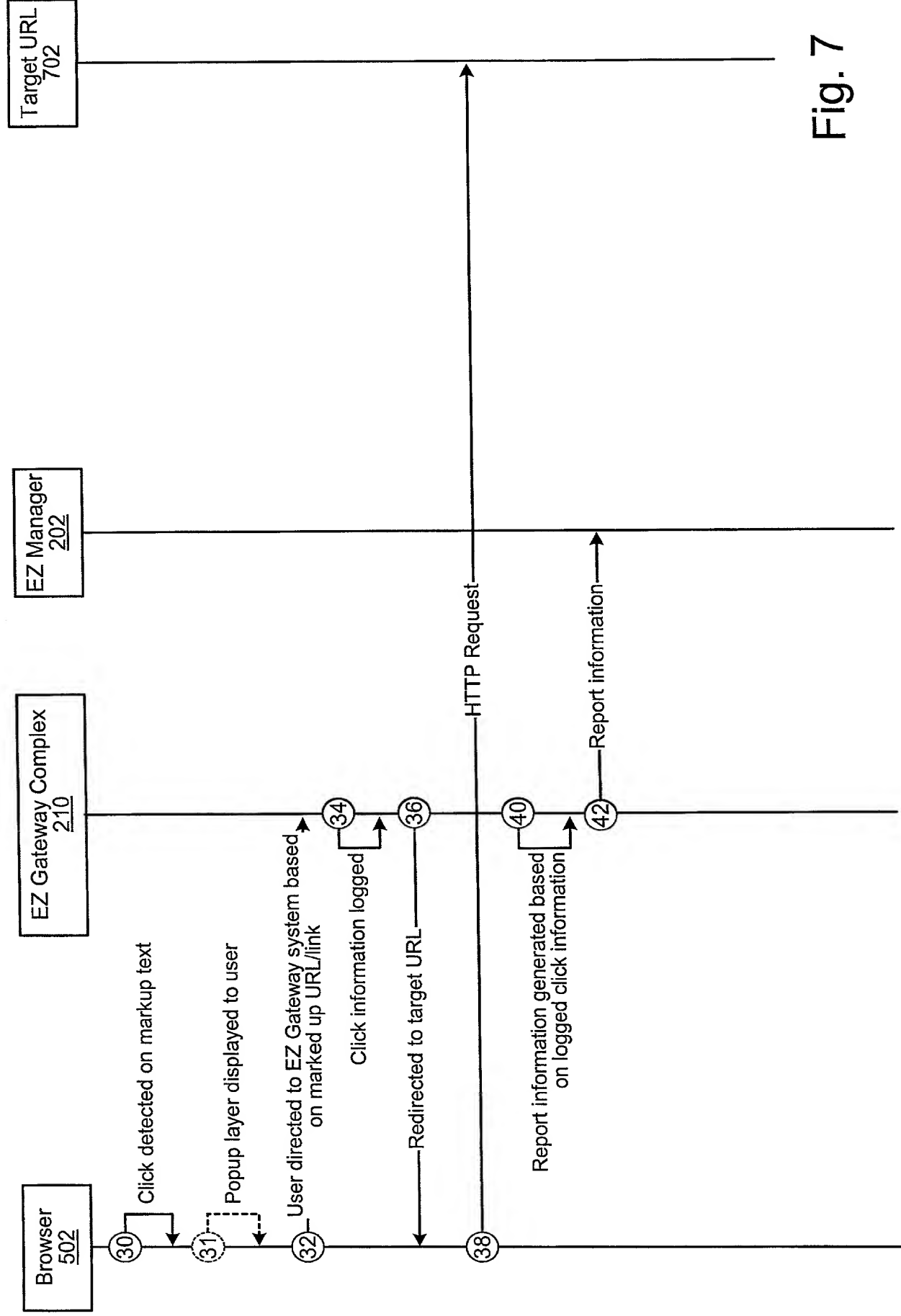


Fig. 7

802	804	806	808	812	814	816
Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator

Fig. 8

800

902	904	906	908	912	914	916	918
Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID

Fig. 9A

900

1002	1004	1006
Site ID	Site Name	Group ID

Fig. 10

1000

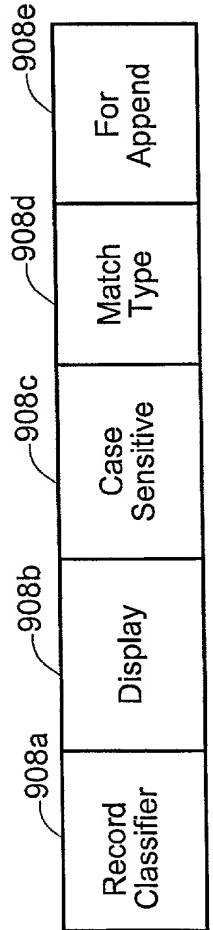


Fig. 9B

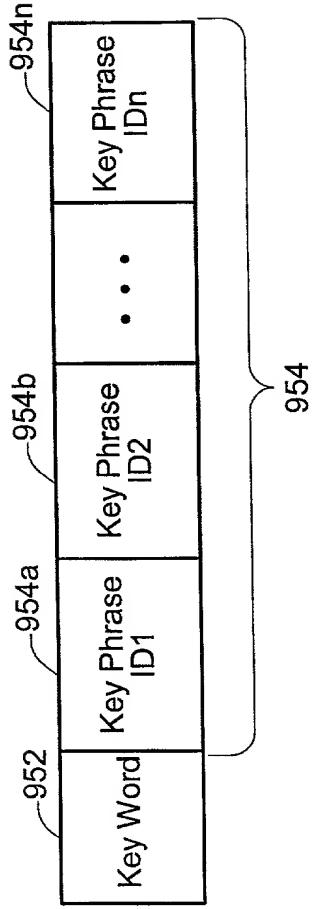


Fig. 9C

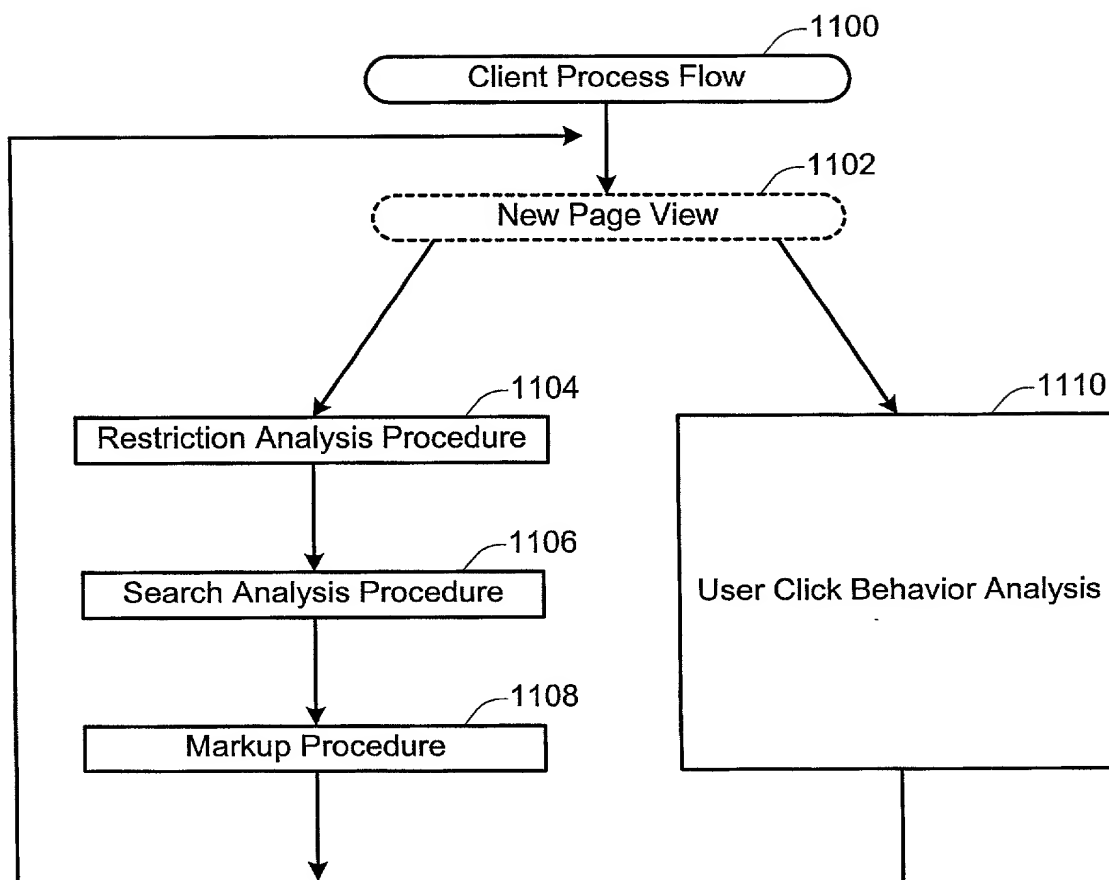


Fig. 11

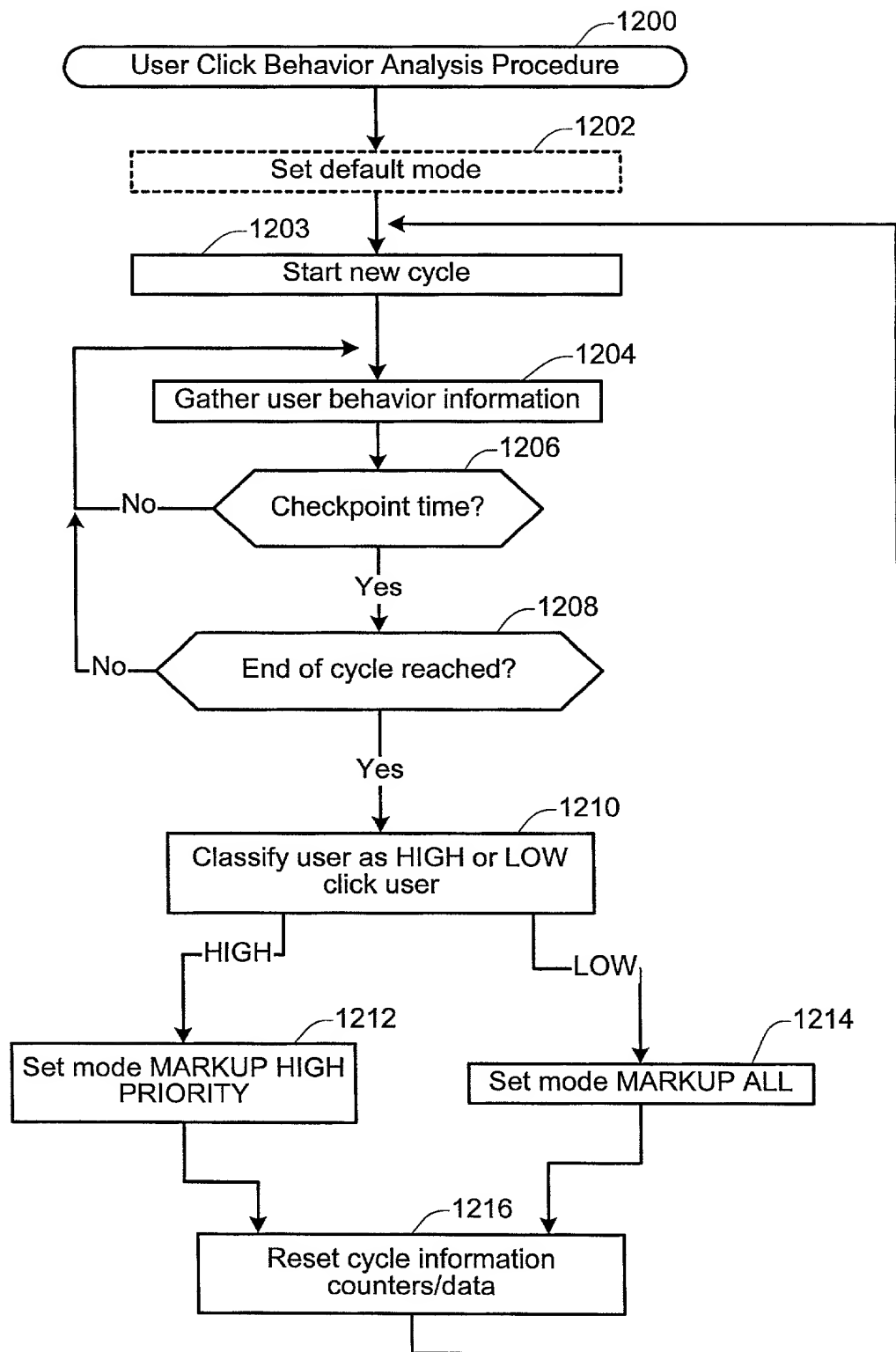


Fig. 12

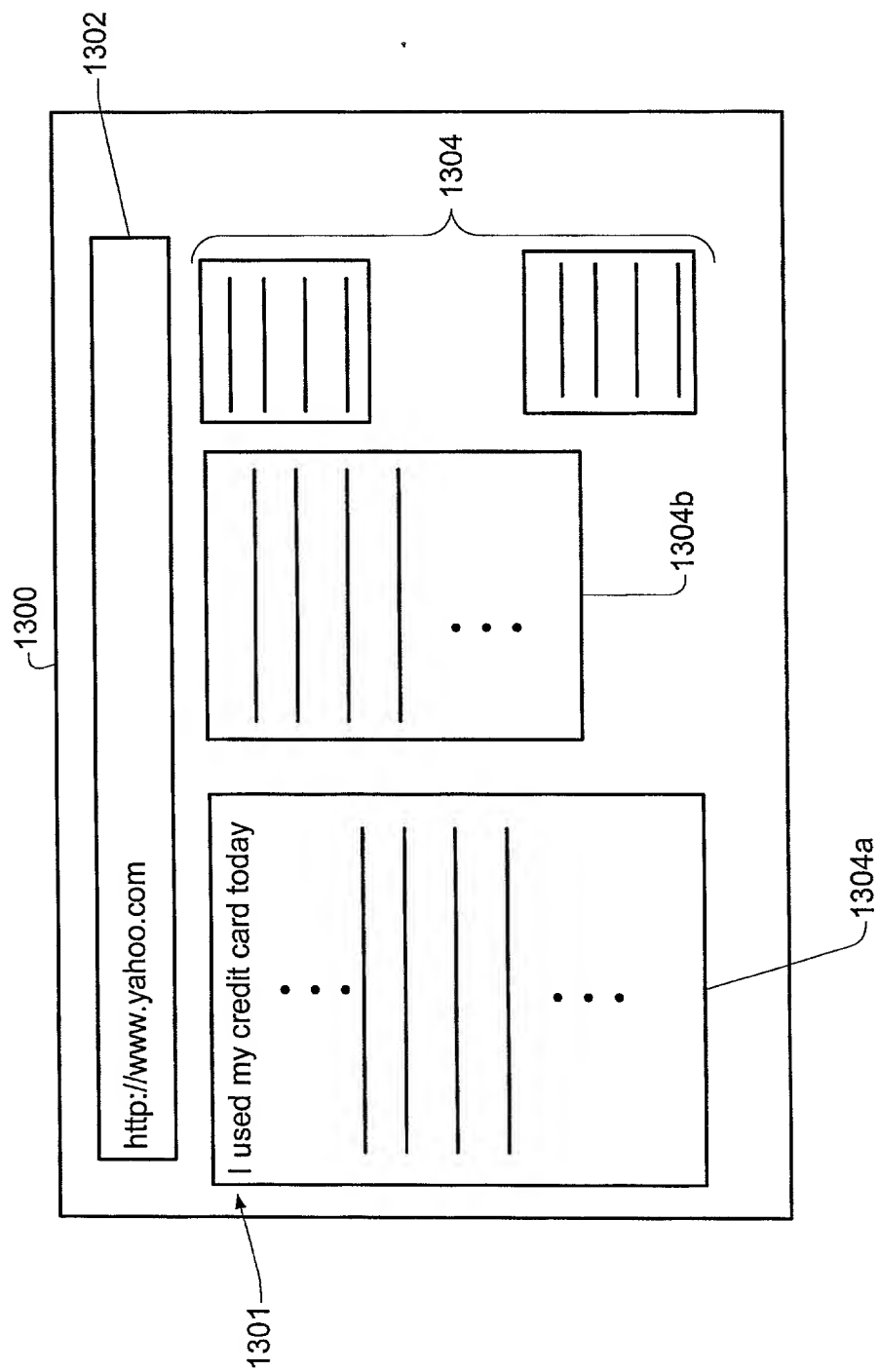
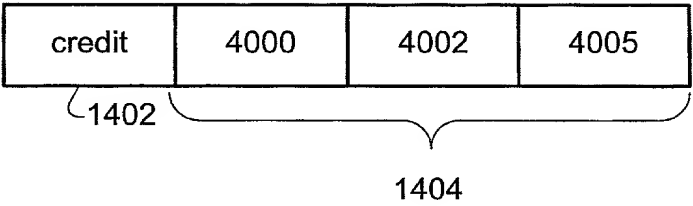


Fig. 13



1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	1442
4002	Exact	"credit check"	100		9000	1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	1446

1440 Fig. 14B

5001	www.yahoo.com	2	1462
5002	www.cnn.com	0	1464

Fig. 14C

1460

9000	5002	-	1480
------	------	---	------

Fig. 14D

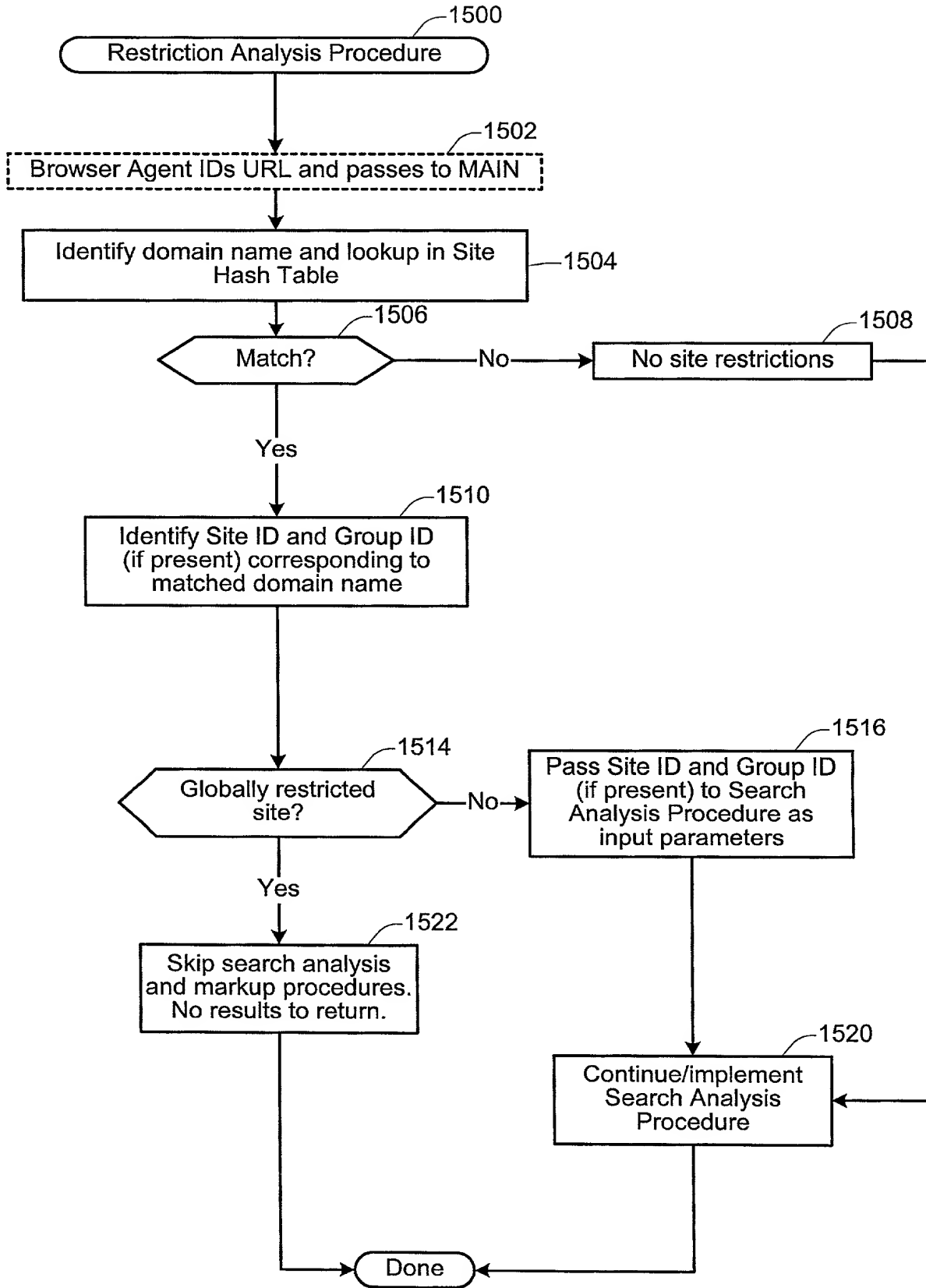


Fig. 15

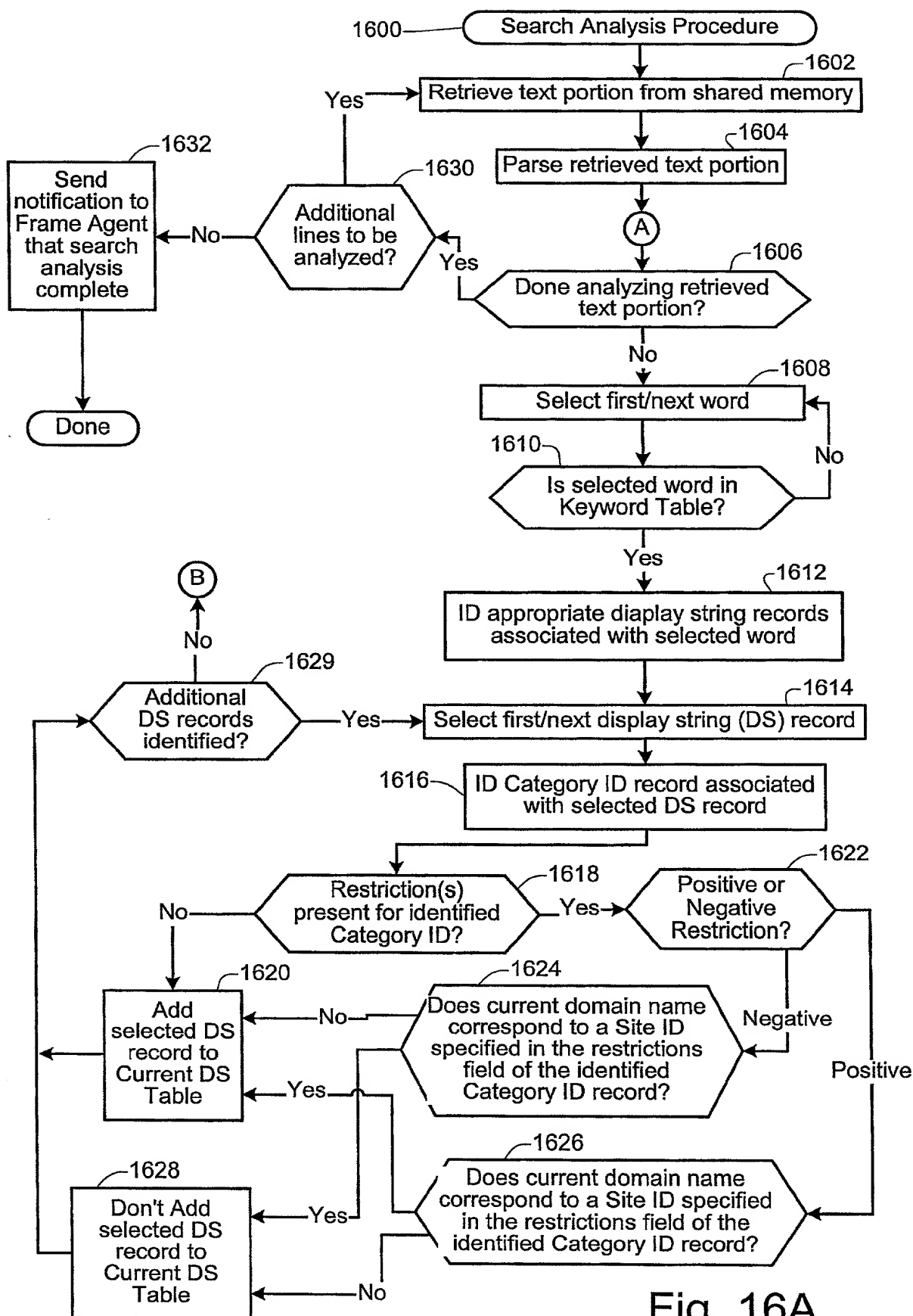


Fig. 16A

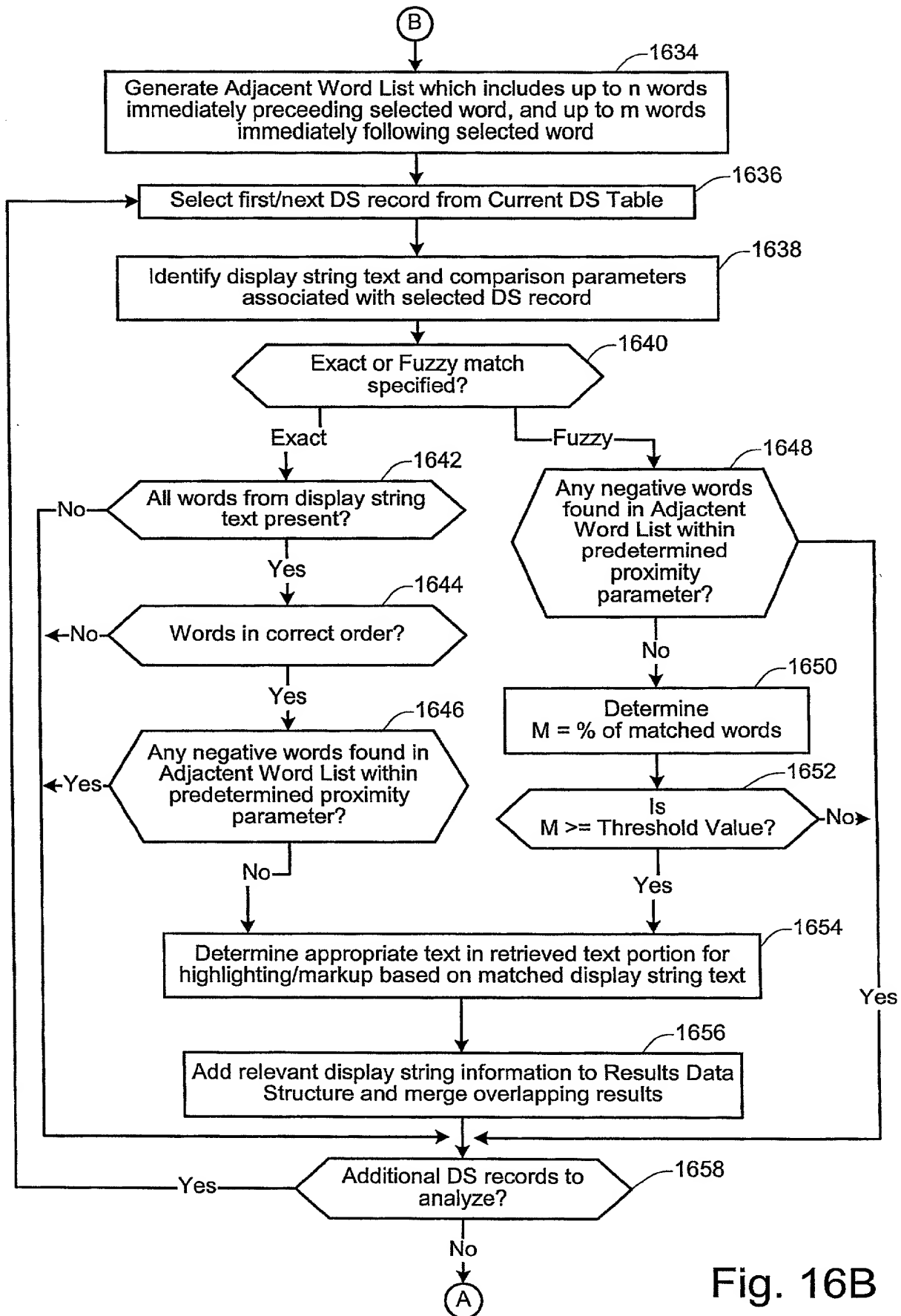


Fig. 16B

I	1
used	3
my	8
credit	11
card	18
today	23

Fig. 17A

1710

1712 1714

credit	card
x	x

Fig. 17B

1720

credit	check
x	

Fig. 17C

1730

credit	card	APR
x	x	

Fig. 17D

1740

4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770 Fig. 17E

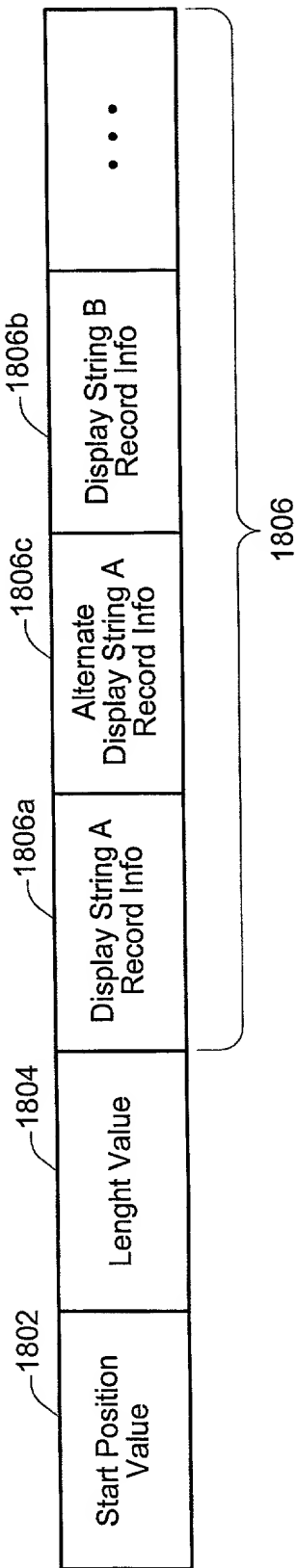


Fig. 18

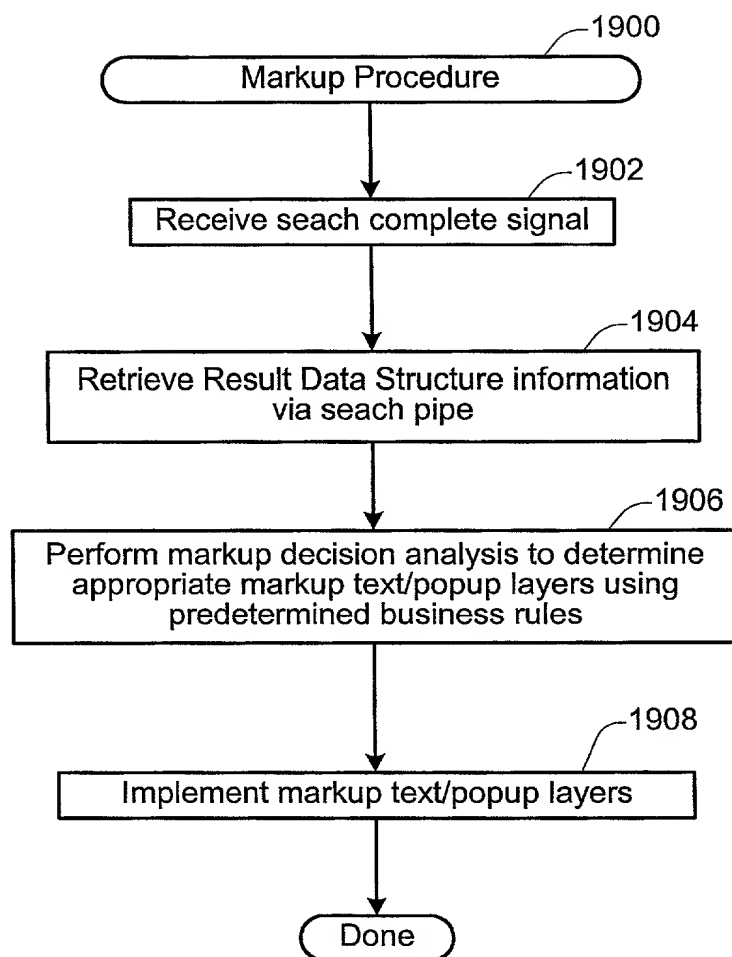
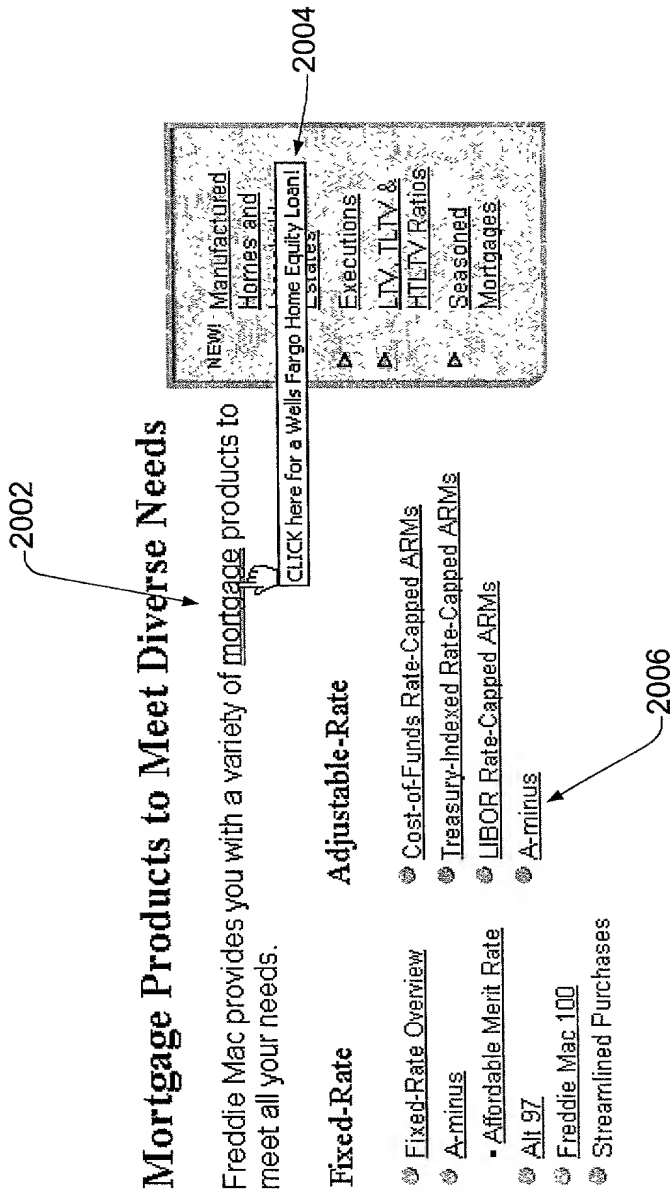


Fig. 19



2000 Fig. 20

Searched the web for **online gambling**

The no.1 online casino - click to play!
www.Casino-On-Net.com Play **Free Games!**

Online Gambling Casino Games
www.romancasino.com Rewards and Gift Certificates! Don't miss out on the fun!

Online Sports Betting and Internet Casino - OasisCasino.com!
 Click to **PLAY Games for FREE** at iWin!

Free Bonus when you play for real money.
FREE and REAL Bonus Tokens

2200

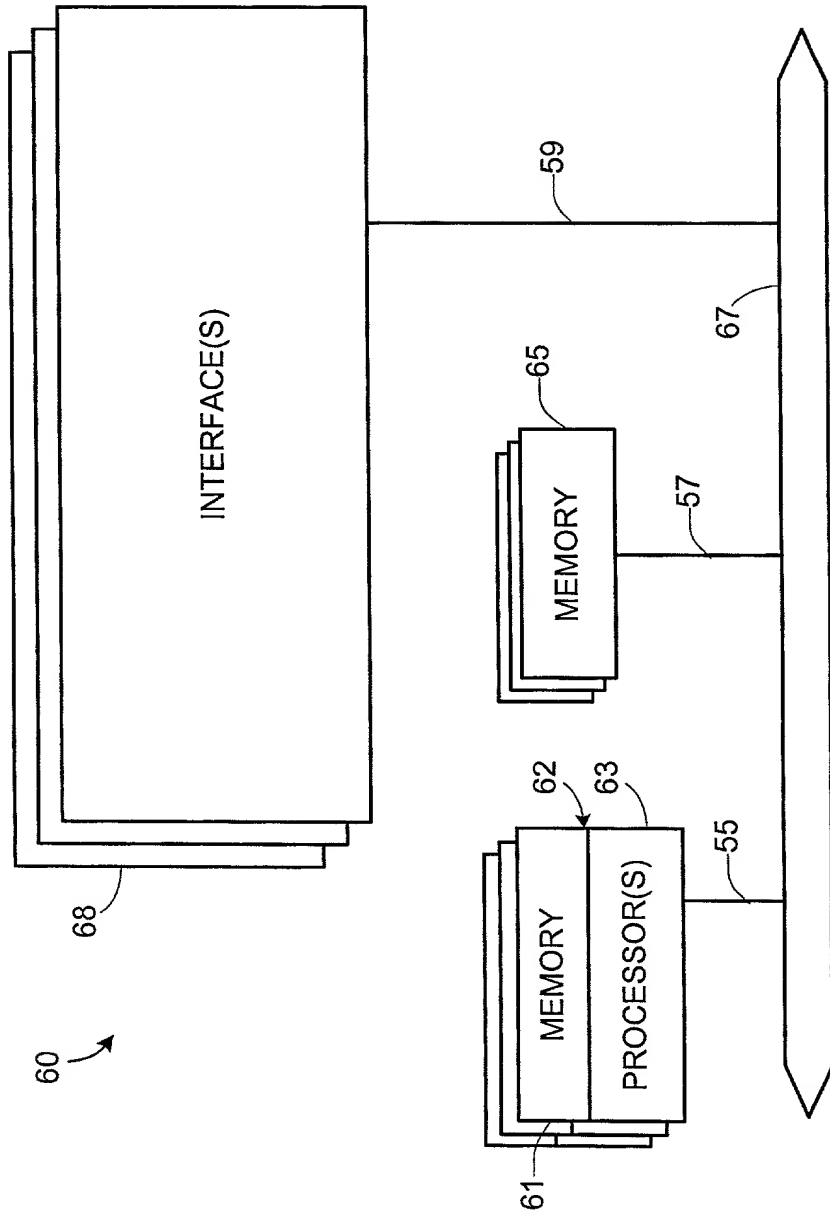


Fig. 22

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.70	0.793	0.925	0.93	0.999	0.944	0.90	1.045	0.946	0.94	1.113	1.760
Automotive	0.90	0.937	1.098	1.00	1.116	1.089	1.01	1.091	0.988	0.97	0.905	0.868
Computers & Electronics	0.97	0.909	0.980	0.87	0.931	0.928	0.93	1.000	0.948	0.91	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Books	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Ent & Life	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Magazines	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Matchmaking	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Music	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.70	0.771	0.912	0.92	0.963	0.902	0.85	0.963	0.905	0.93	1.230	1.936
Entertainment: Video	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.95	0.903	1.002	0.97	1.030	1.015	1.03	1.019	0.989	0.97	1.001	1.113
Home & Family: Home	0.82	0.810	0.977	1.06	1.198	1.112	1.03	1.067	0.998	1.03	0.953	0.896
Home & Family: Pets	0.70	0.771	0.912	0.92	0.963	0.902	0.85	0.963	0.905	0.93	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.77	0.807	0.921	0.94	1.000	0.965	0.92	0.985	0.915	0.95	1.170	1.631
Sports												
Sports: Sportsgear	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Telecom												
Travel												

Fig. 23

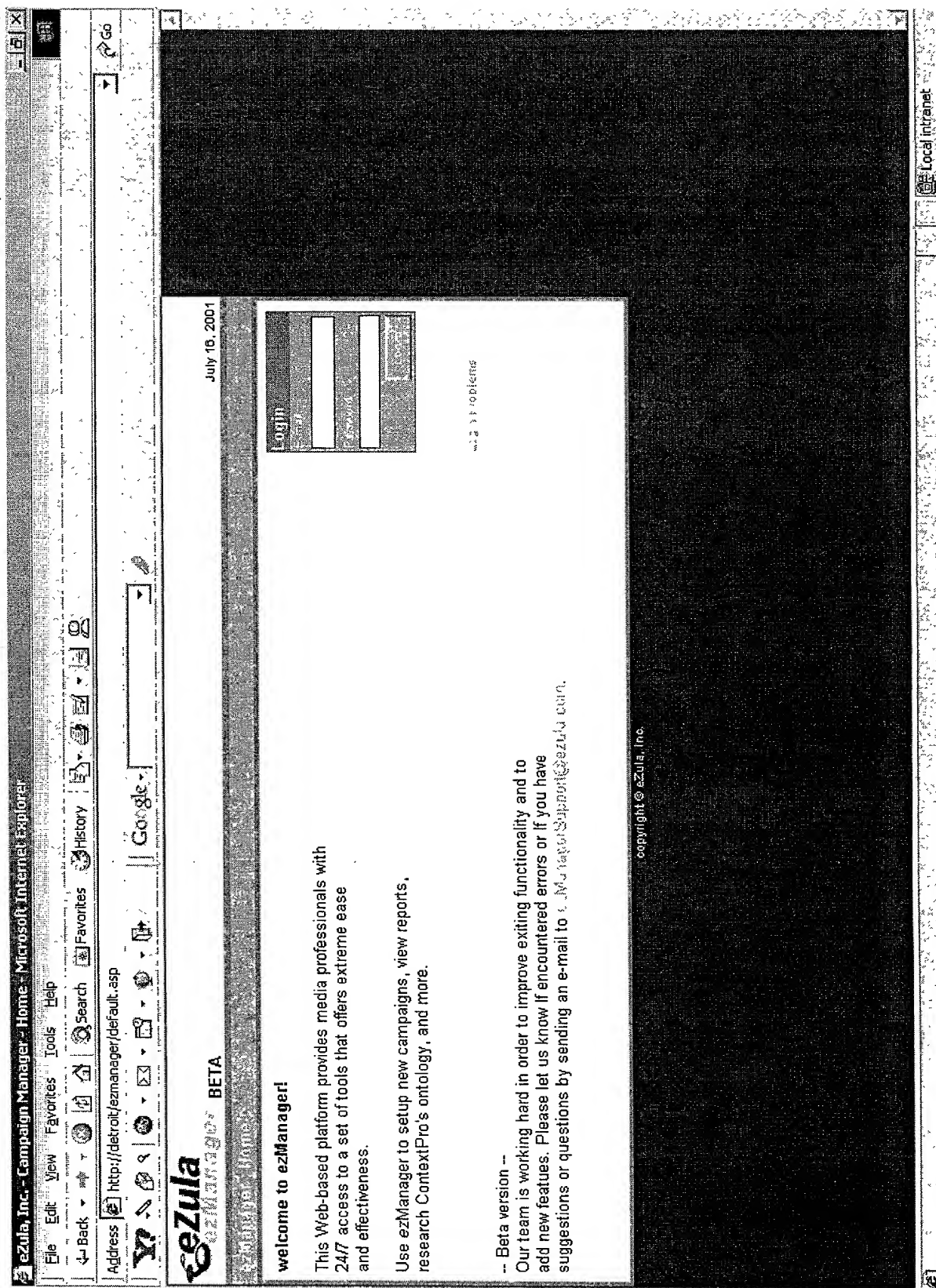
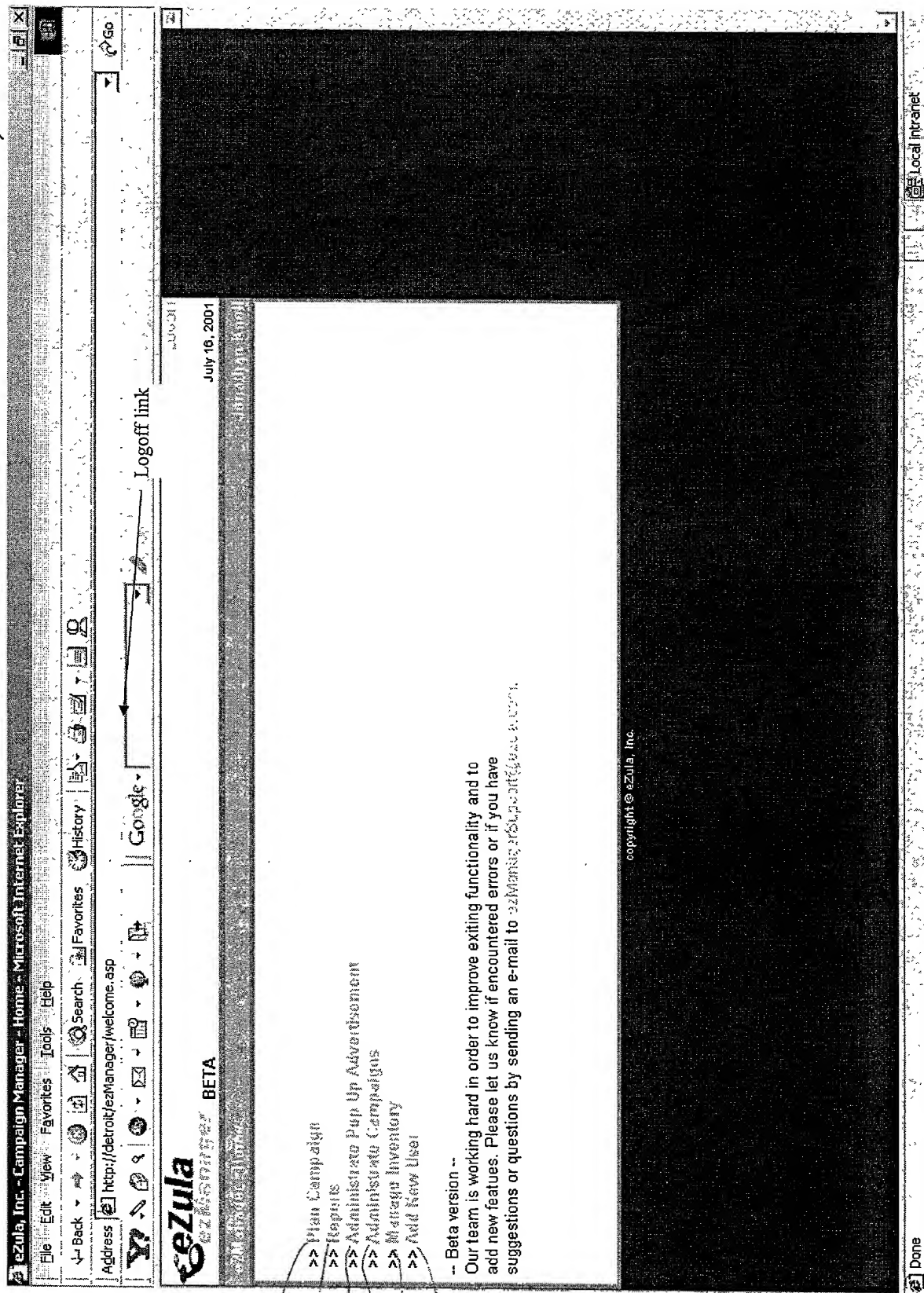


Fig. 24A

3001



3002
3003
3004
3005
3006
3007

Fig. 24B

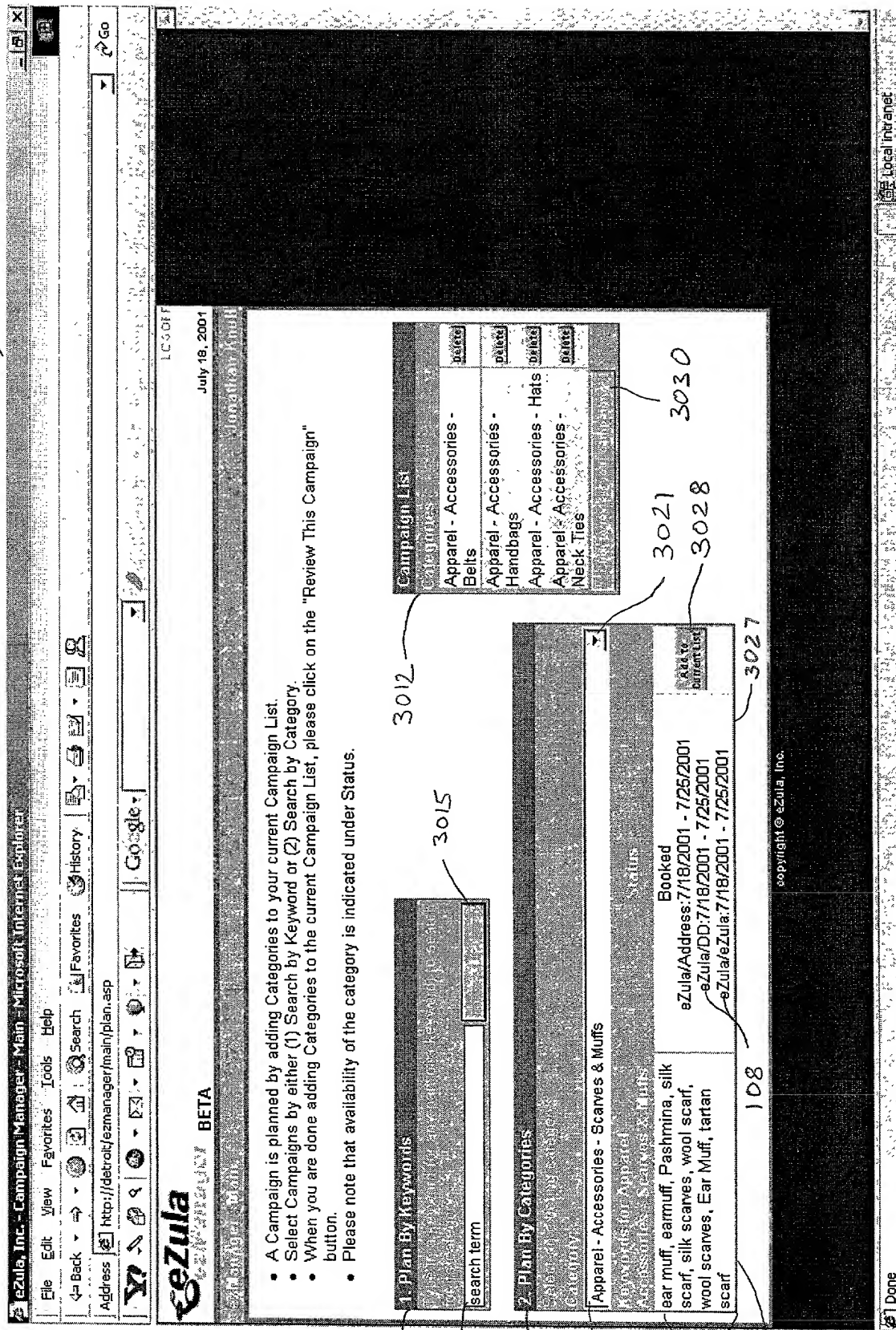


Fig. 24C

FO6280" T25E4650

3016

ezula, Inc. - Campaign Manager - Search Results - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://detroit/ezManager/Main/SearchResults.asp?SearchString=clothing

ezula **ezManager** BETA

3020 3018 July 2, 2001

Search results for: clothing

Days 7 Total 364

Categories

Babylon:14, Imesh:0, LingoWare:59, Sum: 73

Apparel

Active Wear, Activewear, Boys Apparel, Boy's Apparel, Cardigan Sweater, Careerwear, Casualwear, Clothing, clothing Company, crew neck, Dresswear, Girls Apparel, Girl's Apparel, Khakis, Knit Shirt, Mens Apparel, Men's Apparel, New Clothes, Turtleneck, Twinset, VNeck Sweater, Womens Apparel, Women's Apparel

Babylon:4, Imesh:42, LingoWare:6, Sum: 52

Apparel - Hawaiian

Aloha Shirt, Hawaiian Clothes, Hawaiian clothing, Hawaiian Shirt, Straw Hat

Babylon:39, Imesh:11, LingoWare:27, Sum: 77

Apparel - Work Clothes and Uniforms

Uniforms, Work Clothes, Work clothing

Booked 6/27/2001 - 7/4/2001

In Current List

Booked 6/27/2001 - 7/4/2001

Campaign List Categories Apparel - Hawaiian

3013

3017

3016

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Done Local intranet

Fig. 24D

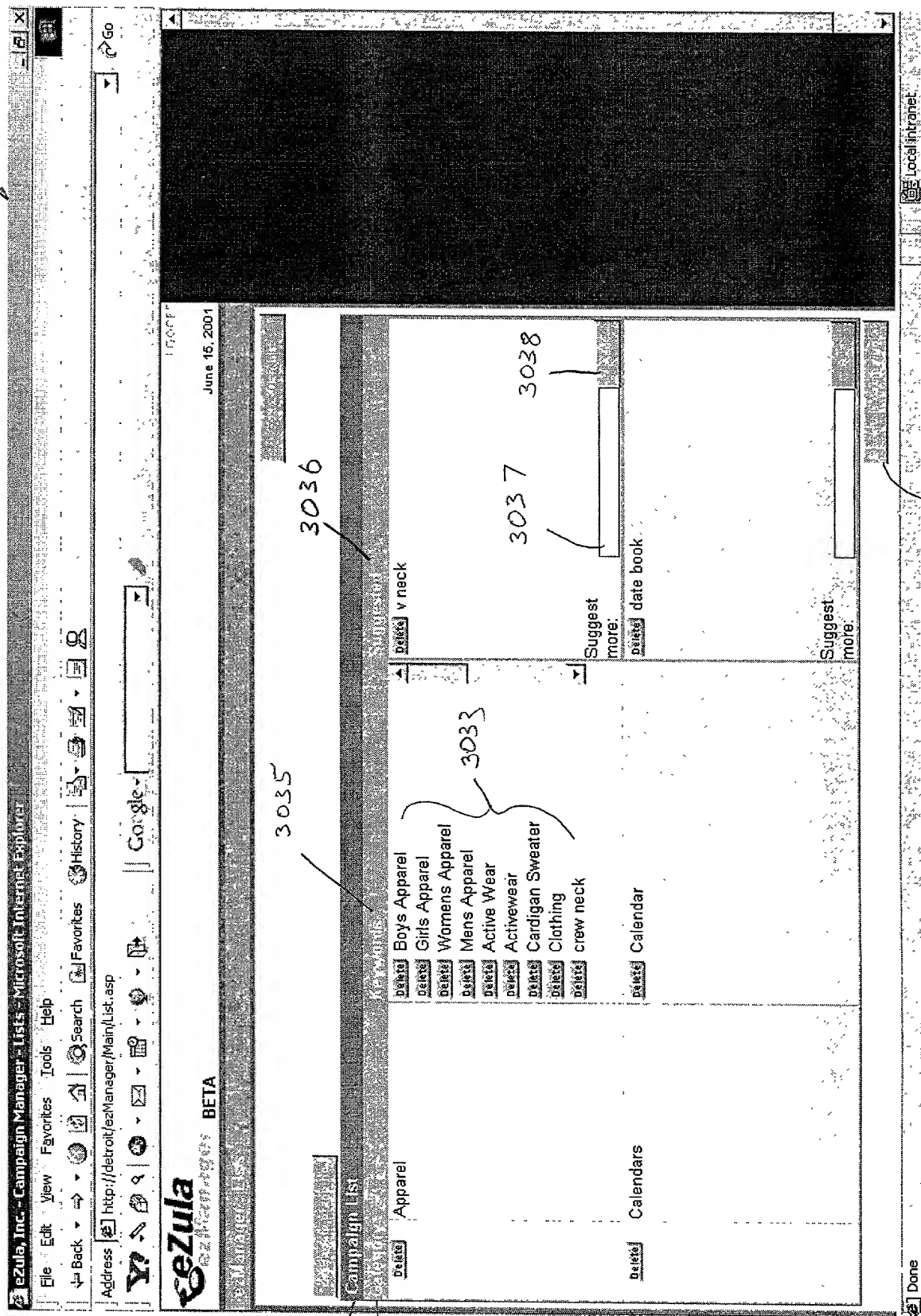


Fig. 24E

3042

Fig. 24F

106230" T 2524650

3055

ezula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://Detroit/ezManager/Main/Book.asp#1071

Back Forward Stop Search History Favorites Home

Google

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

Book a Campaign

Keywords	Destination Title	Destination URL
Apparel - Necktie, Neck Tie, Accessories bow tie, bowtie, Neck Ties power tie, tie pin, tiepin	Neck Ties (maximum 255 characters)	http://www.neckties.com/ (maximum 255 characters)

Campaign Properties

Campaign Name	Your Campaign Name
Start Date	July 20 2001
End Date	July 27 2001
Number of Clicks	10000
GPO	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Name	Jonathan Knoll
Partner	<input checked="" type="checkbox"/> ezula
Agency	The Agency
Advertiser	The Advertiser
Publisher	<input checked="" type="checkbox"/> ezula <input checked="" type="checkbox"/> KaZaA <input checked="" type="checkbox"/> eAccel
Campaign Notes	Restricted Publishers Restricted Sites (including advertiser's)

Done Local intranet

copyright © ezula, Inc.

3053

3062

3056

3057

Fig. 24G

FOR THE RECORD

3063

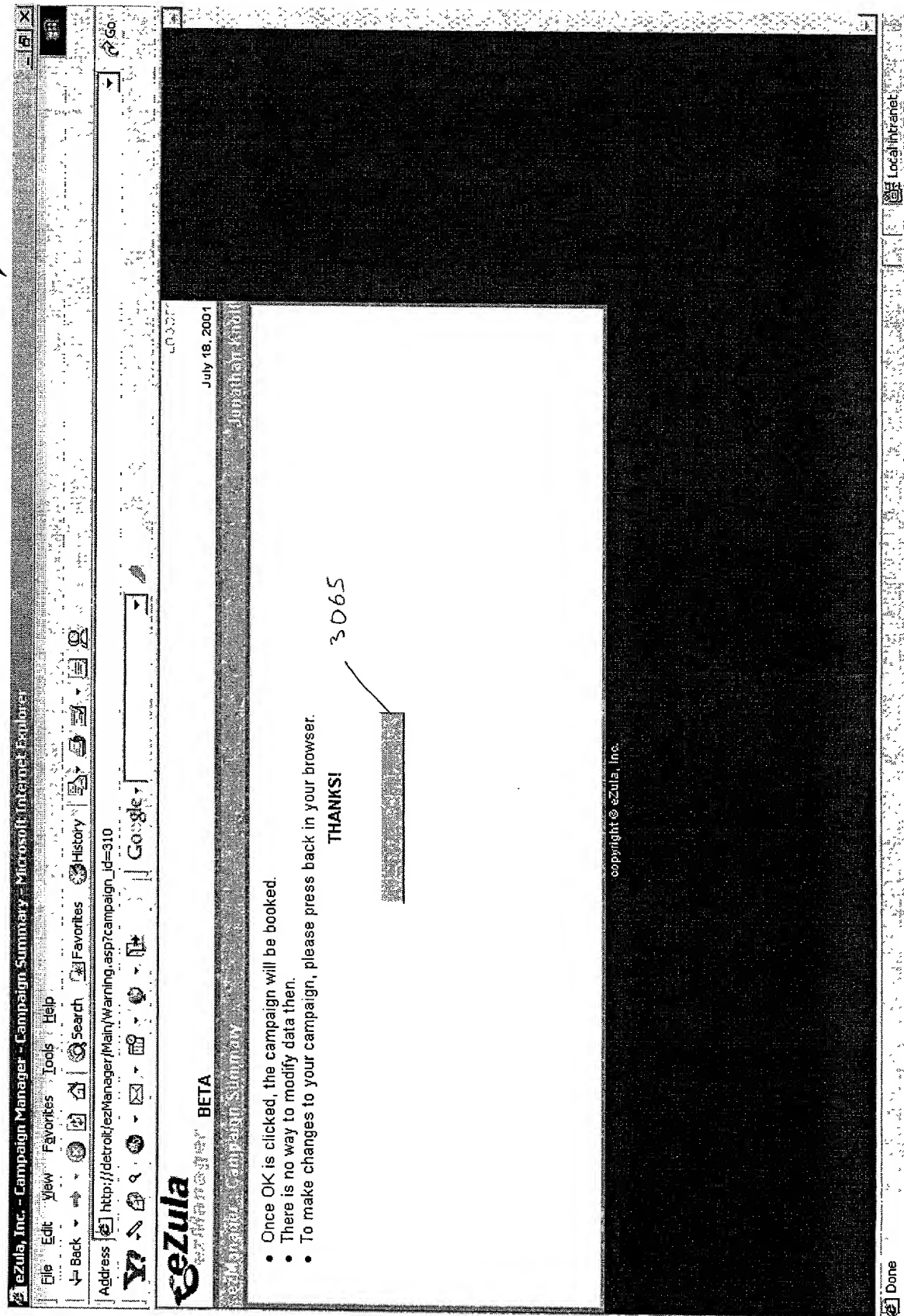


Fig. 24H

ezula, Inc. - Campaign Manager - Campaign Summary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search History

Address http://detroit/ezmanager/main/summary.asp?campaign_id=310&book=8&kw=View+Keywords

Y! ezula Google

ezula BETA

Logout July 18, 2001 Jonathan Knoll

Campaign Summary for Campaign #310: Your Campaign Name

Campaign Manager	Jonathan Knoll
Publisher	ezula
Agency	DD, Web3K, KaZaA, eAccel
Advertiser	The Agency
Begin Date	7/19/2001
End Date	7/26/2001
Duration	7 days
CPA	0.6
Number of Clicks	10000
Notes	- Restricted Publishers - Restricted Sites (including advertisers)

Category Information

Category	Calendars
Subcategory	DD, eAccel, KaZaA, Web3K
Category	Computing - Downloads - IM
Subcategory	Address, DD, eAccel, ezula, KaZaA, Web3K

Book Campaign

Your campaign has been booked.

Keyword List

Calendar
april*
august*
december*
february*
july*
june*
march*
may*
november*
october*
september*

Fig. 241

ezula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://detroit/ezManager/main/Book2.asp?campaign_id=54

Back Forward Stop Reload Search History Favorites

Google

ezula

ezManager BETA

July 2, 2001

The Requested Time of this Campaign conflicts with another campaign for the following Categories.

3071

Conflicting Categories: 7/3/2001 - 7/10/2001

Category	Product/Service	Entered Date	Action
Apparel - Accessories Sunglasses - 1047	Cydoor/Babylon	6/27/2001 - 7/4/2001	Delete From List
Apparel - Accessories Sunglasses - 1047	Cydoor/Imesh	6/27/2001 - 7/4/2001	Delete From List
Apparel - Accessories Sunglasses - 1047	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Delete From List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Babylon	6/27/2001 - 7/4/2001	Add to Wish List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Imesh	6/27/2001 - 7/4/2001	Add to Wish List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Add to Wish List

Please select between the following options:

3070

1. Delete category from this campaign for conflicting publishers.
2. Delete category from this campaign for conflicting publishers, and add to Wish List.
3. Go back and modify Campaign Properties (some information will be lost).

3072

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Done Local intranet

Fig. 24J

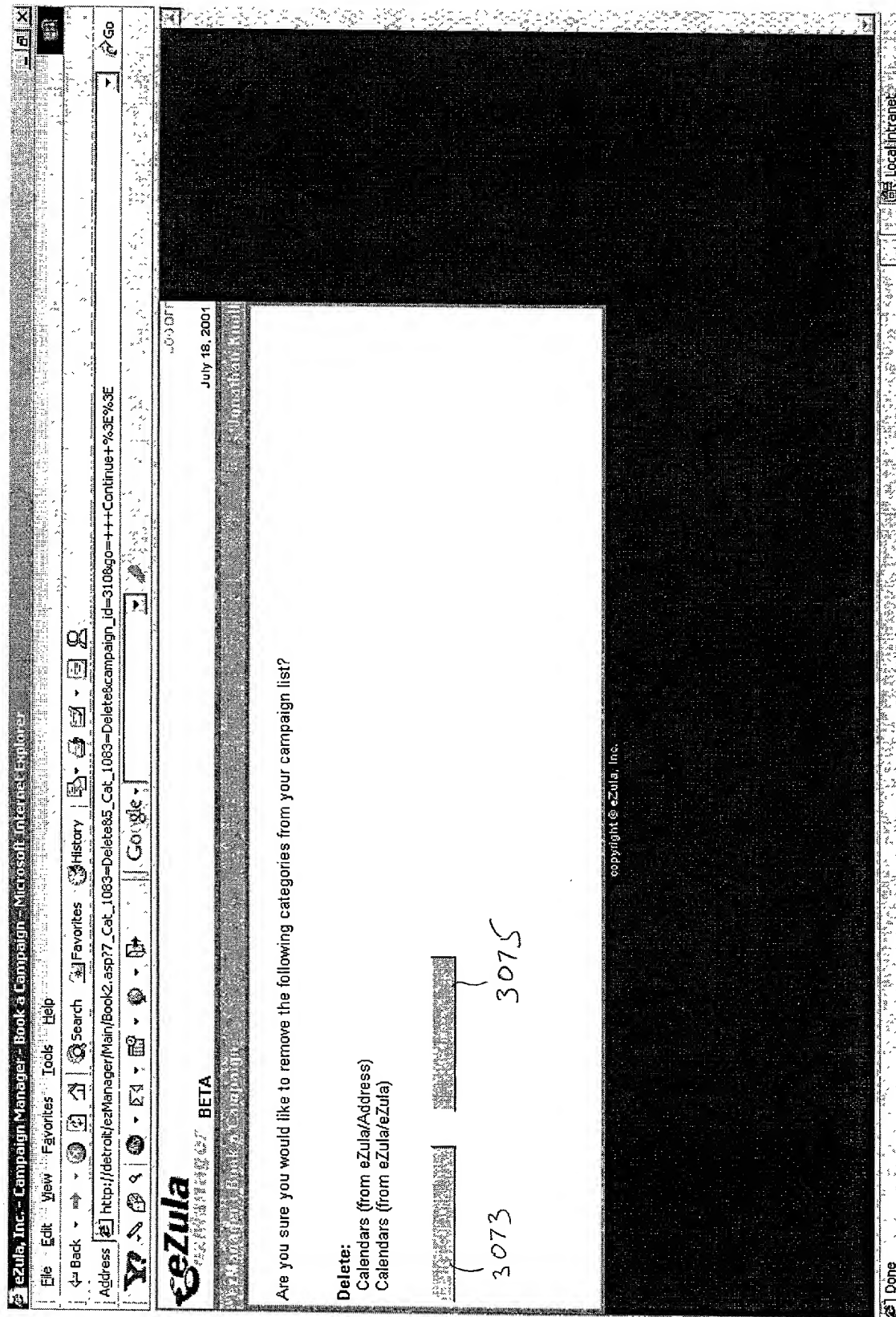


Fig. 24K

Status Indicator. Indicates the current status of the campaign.
The Status be the following:
1. Locked
2. Editable & Uploadable
3. Commit Pending
4. Commit Pending II

Campaign Name

Date and time of last changes to the campaign.

Status	Campaigns	Last Modified	Active Publishers	Initial Upload
4002	Affiliates general public	2001-06-29 16:37:12		2001-07-11 01:11:51
	BMG0605 public	2001-06-29 16:37:44	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-19 01:03:09
	Webroot 1 public	2001-06-29 16:38:09		2001-07-03 15:32:44
	VirtualVegas0518 public	2001-06-29 16:38:28	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-19 01:03:10
	Furniture Find public	2001-06-29 16:38:59		2001-07-19 01:03:09
	Consumer Info 1 public	2001-06-29 16:39:43	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-11 01:05:45
	Heartland0530 public	2001-06-29 16:40:05		2001-07-04 00:21:50
	Kazaa0620 public	2001-06-29 16:40:27	eZula, Address, DD, Juno, AllShack, Web3K, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-11 01:05:45
	HomeGain0626 public	2001-06-29 16:40:58	Address, DD, eAccel	2001-07-20 00:17:20
	Webroot0701	2001-06-30 16:52:48		2001-07-10 00:20:49
	CreditCardSearchEngine0626	2001-07-02 20:43:11	Address, Juno, AllShack, Web3K, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-13 00:34:22
	InvoiceDealers0706	2001-07-06 20:23:49	eZula, Address, DD, Web3K, eAccel	2001-07-20 00:19:13
	Short Affiliates General	2001-07-06 20:25:34	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel, NetCaptor	2001-07-20 18:35:35

4002

4001

4003

4006

4005

108

Fig. 25A

The active Publishers for this Campaign. This means that the listed Publisher's client applications are currently running this Campaign.

Initial Upload and processing time. This is the time when the Campaign actually started.

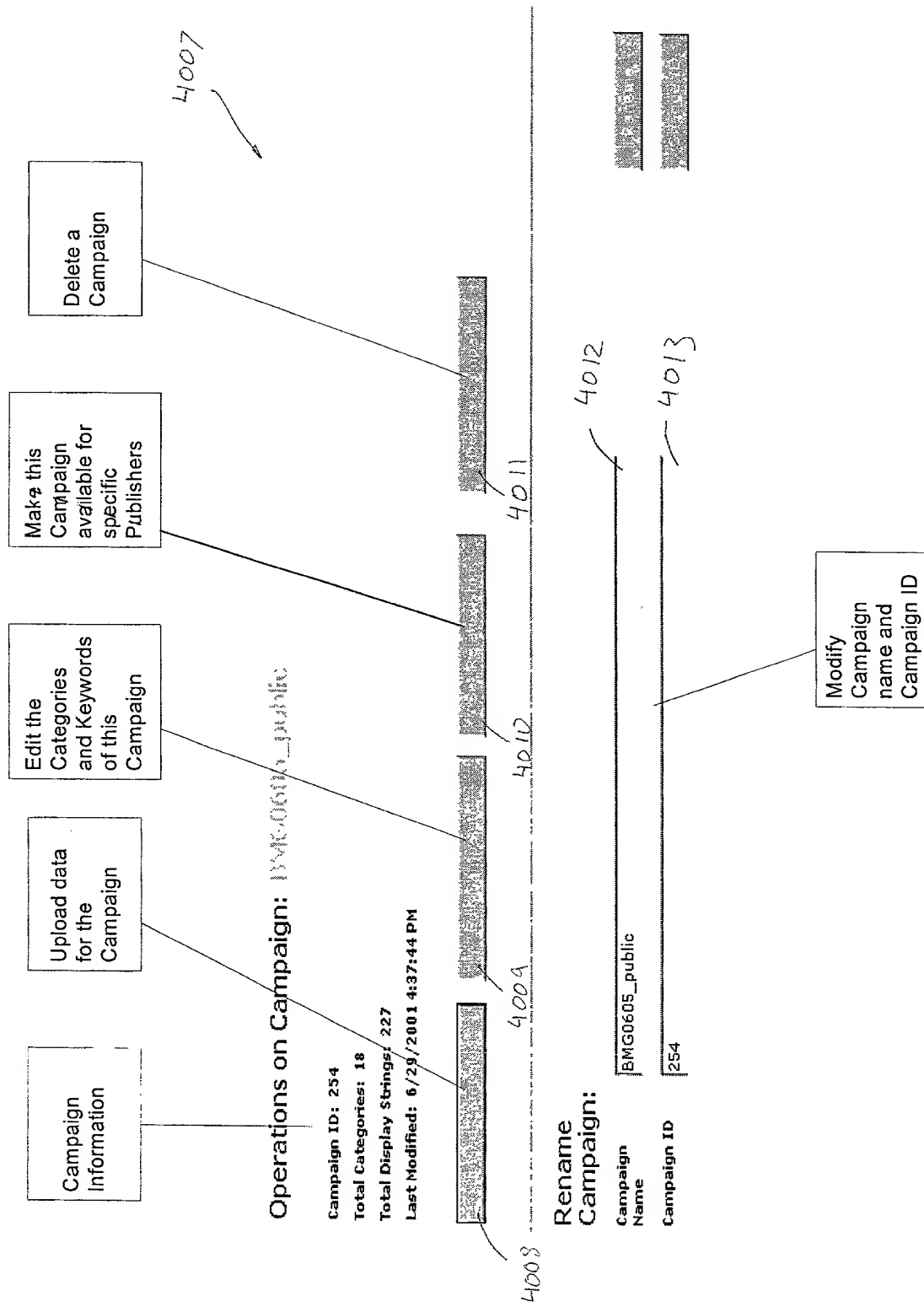


Fig. 25B

Campaign name

Scroll through the Categories

Click for Category Properties

Click to manage keywords

View Categories Starting With: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Non-Letter

4015

4016

4017

Edit campaign: BMG0605_public

Edit Category	Edit keywords of the category
Music - Styles: Classical	Keywords
Music - Styles: Disco	Keywords
Music - Styles: Funk	Keywords
Music - Styles: Gospel	Keywords
Music - Styles: Hard Rock	Keywords
Music - Styles: Heavy Metal	Keywords
Music - Styles: Jazz	Keywords
Music - Styles: Latin	Keywords
Music - Styles: Pop	Keywords
Music - Styles: R&B	Keywords
Music - Styles: Rock	Keywords
Music - Styles: Soul	Keywords
Music - Styles: Synth	Keywords
Music - Styles: Contemporary	Keywords
Music - Styles: Electronic	Keywords
Music - Styles: Hip Hop	Keywords
Music - Styles: Rap	Keywords
Music - Styles: Reggae	Keywords
Music - Styles: World	Keywords
Music - Styles: Miscellaneous	Keywords

Records 1 to 15 of 18

Fig. 25C

Category name and the destination site

Limit its per page for words from this category

Priority to follow for words from this category

4018

4020

4021

4022

4023

4025

Category: Music - Styles Classical

Current Site: www.kingmusicSERVICE.com

EDIT

Limit per page: 3

Priority: 100

Site: To change: select a new site from the list

OR

Add a new site (http://www.site.com)

Site Logic: ☐ Unchecked: This category will NOT show in this site
☐ Checked: This category will ONLY show in this site

Select Site from list or add new Site

Site Logic - show or do not show this category on the specified site(s)

Fig. 25D

Add new keywords for the specified category

Keyword (Display String)

Add new Display Strings for Category : Music - Styles Classical

4030

4037

4035

4036

4038

4040

4041

Display String

Title

URL

Select an existing title from this list.

- Select a title -

-OR-

If the desired title is not currently in the list, type in a new title.

http://

Title - the text message that appears on hover

URL destination upon click

Fig. 25F

Fig. 25G

Campaign properties

Publishers

Set this Campaign for this Publisher - Yes or No

Current status of the Campaign per this Publisher

Set Campaigns - Publishers Relationship

Campaign Name: W07608_public

Campaign ID: 254

Campaign Version: 4.1

4052

4053

4056

4057

4058

4051

Publisher	Set Campaign - Publisher	As of: 7/23/2001 5:13:06 PM	Version for Publisher	Major
eZula	<input checked="" type="checkbox"/> Yes	Has Campaign	7.5	<input type="checkbox"/> Yes
Address 4055	<input type="checkbox"/> Yes	Does not have this campaign	19.10	<input type="checkbox"/> Yes
FreeServe	<input type="checkbox"/> Yes	Does not have this campaign	4.2	<input type="checkbox"/> Yes
QAtest1	<input type="checkbox"/> Yes	Does not have this campaign	0.0	<input type="checkbox"/> Yes
GatorTest	<input type="checkbox"/> Yes	Does not have this campaign	1.0	<input type="checkbox"/> Yes

The data version of this Publisher

Should the data update for this publisher be a Major or Minor update.

Fig. 25H

Campaign Name

Campaign version

Data File

Categories File

Please use the following wizard in order to add to your current or new campaigns. All files must follow the default format that was established for you according to your specifications. If any changes are desired, please contact us.

Campaign: BMG6003_public

Campaign update version: 4.0

Select Display Strings file: Browse...

Select Categories file: Browse...

4060

4062

4065

4063

4066

Please note that we only support text files (.txt) currently. Excel support will be added in the next few weeks.

Settings:

Load Type:

☒ Entire Set
 The Data file includes both existing and new records. If not in this file, it will be deleted.

☐ New & Updated Records
 The Data in the file is new records only. This data will be added to your already existing records on the server.

Select between updating the entire set of data or just adding new records

Fig. 25I

Domain name	Select for deletion
<p>4067</p> <p>4070</p> <p>4068</p> <p>4071</p> <p>4071</p>	
Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input type="checkbox"/>
betcbs.com	<input type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnip.com	<input type="checkbox"/>

THE restrict sites list is a list of sites where the eZula markups will not take place. Once you add or delete to this list the changes will be propagated to the client applications.

Fig. 25J